How to Flood Your Newsletter With Subscribers!

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Preface
More Than Just
A Newsletter

Did you find the title of this eBook catchy, dear friend?

"How To Flood Your Newsletter Instantly With Subscribers."

Sounds interesting, doesn't it? It brings to mind images of profits cascading into your bank account, courtesy of the many people who subscribe to your online newsletter.

Sadly, it's easier said than done. And as such, the title of this eBook is just one half of the story that is waiting to be told.

Indeed, publishing your own online newsletter can potentially rake in a truckload of profits for your business. An online newsletter, after all, is a technique that is used to make a follow-up system, or a mailing list if you will, more responsive. Responsiveness will increase your conversion rate, or the number of your subscribers who actually purchase your products or your services.

This is the bottom line of any business model: to generate sales. A mailing list, through a warmly accepted newsletter, will greatly help you achieve sustainable profits for your online endeavor. There is no doubt about that. It has been proven time and time again. Many veteran Internet marketers attest to it.

Gold is truly in your mailing list!

But before we can harvest the true powers of a newsletter, we must first discuss and accomplish the many requisites that will ensure its success.

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This is what makes the title of this eBook quite lacking, admittedly. It's not just about flooding your newsletter with subscribers. No, dear friend, it's much, much more than that!

This eBook is also about the basics of building a mailing list. With this comes the realization of the many benefits that a mailing list can provide for our online business. This will allow us to realize the importance of building a list so that we may take the proper steps in establishing a solid, strong, and reliable opt-in list for our online enterprise. These steps will also be discussed comprehensively in the pages to come.

Likewise, this eBook is also about the basics of actually creating a newsletter. Surely, we cannot focus on acquiring subscribers alone. What would we do with these subscribers if we can't have an electronic magazine that meets their expectations, right?

Also, this eBook is about the many concerns regarding email marketing. Spam filters, spam complaints, uninterested visitors, search engine positioning, poor conversion rates… though these topics may sound disparate, they are pieces of an intricate tapestry we call online success. Hence, they need to be discussed thoroughly.

Indeed, dear friend… this is more than just an eBook about increasing the number of your subscribers for your newsletter.

This is an eBook about being victorious in the online field.

You are the commander. Your business is your army. An online newsletter is one of your weapons. What you need is a battle plan. And your battle plan necessitates knowledge about the war zone.

This eBook will provide you with that knowledge. The pages you will read will provide great learning opportunities that will prepare you for any situation, for any task, and for any contingency that may arise.

You're armed with your newsletter. What good will that do if you don't know how to use it?

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In the chapters to come, you will learn how to wield such a weapon with grace, with ease, and with potency. You'll be surprised to know how much you can accomplish with your newsletter. You'll be pleased to discover that by taking the proper steps, you'll emerge the victor in the battlefield in time.

When you read the first few chapters of this eBook, you might end up asking yourself this question: "what's this got to do with flooding my newsletter with subscribers?"

The answer is simple: a lot.

We will take it step by step. No need to hurry. Sometimes, the slower route to the top is the surest.

So read this eBook with these thoughts in mind, dear friend. We will be taking it slow to teach you everything you need to know to succeed through email marketing. A discussion about subscribers and newsletters simply isn't enough. You need to see the bigger picture so that you'll be able to set all the gears into motion.

Are you ready?

Then read on… and learn.

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Chapter One
The Importance Of
A Mailing List

You must be wondering… what is the best way to ensure explosive sales for your online enterprise?

The best way to answer this question is to study the plight of a hopeful Internet marketer. A hopeful Internet marketer would be a novice online businessman's representation. He is just starting out with Internet marketing, trying to assimilate all the knowledge he can find and hoping for the best when it comes to his success on the World Wide Web.

Now, the hopeful Internet marketer may have realized the potentials of the Internet as a fountain of opportunities for moneymaking ventures. He has read quite a number of resources and he has invested in quite a number of essential tools that have promised his success. He has come to know the importance of his own positive attitude to make things work.

An Internet marketer, through his initial readings, may have determined that he can make money online in a variety of ways. Of course, he must first find a profitable niche where there will always be a demand for the things he can offer. Thereafter, he can choose from the several manners in which he can make some profit.

He can create his own product, like an eBook for example, and offer it to his prospective customers. Or he can buy the resale rights to certain digital items so that he won't have to create his own. Better yet, he can join countless affiliate programs and pre-sell the affiliate merchants' goods,

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earning immediate profit in the form of some handsome commissions. Or maybe, he can practice whatever it is he is good at and offer his services to the Internet populace.

And because such an Internet marketer has taken some time to study existing business models online, he has also realized the need to have his own headquarters in cyberspace, a digital store, so to speak, where he can sell whatever he has decided to offer.

But a digital store is not enough. The Internet marketer also knows how important traffic is for the success of his online venture. Traffic refers to the number of users who come to visit your website. The more visitors you are able to generate for your website, the more exposure your products or services will receive. And the prudent Internet marketer realizes the fact that the success of his business is directly proportional to the volume of traffic that his digital store is able to attract.

The hopeful Internet marketer knows all of these things because he wants to succeed online.

And these are the things you should know as well. They are the essentials. They are the basics. They are the components of a profitable online business venture. Without one of the aforementioned components, your online business will easily crumble before it's even able to take off.

But even the basics need to be improved upon if we want to achieve a higher level of success.

The Hopeful Internet Marketer's Problem: What To Do With Visitors Who Do Not Decide To Buy Anything?

And so, with some effective marketing strategies, the hopeful Internet marketer has learned from Web Traffic Explained, an essential reading for anyone who wishes to ensure busloads of traffic for his websites, he was

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able to generate a good and sustainable number of visitors for his digital store.

But the problem is, the hopeful Internet marketer expected his visitors to buy his products.

Chances are, he only experienced one or two sales per 2,000 or so visitors, which is the average that an online establishment is able to attain. So what should he do with 1,998 visitors who have decided to pass on what he has to offer?

Should he just let them walk away after working so hard to have them visit his website?

In Internet marketing, there is a principle that goes like this:

<p style="text-align:center;color:red;">A lost visitor is a lost sale.</p>

This is something everyone should remember by heart. If a visitor visits your website and does not like what he sees, he can easily go to other places in cyberspace. Since everything can be done with ease on the Internet, he can simply click on a button to be redirected to another website.

And you will have lost that visitor forever. And with him lose all the possibilities for a successful sale.

Imagine if you could keep one visitor. You may sell him a product today, and you could sell him another a month from now, and even another one after that. And we're just talking about one visitor!

Indeed, a common misconception in Internet marketing is that a single visitor is only good for a single sale. This is simply not true. One visitor can potentially purchase two or more of your products. And there are strategies to accomplish this goal… strategies that we will discuss throughout the course of this eBook.

Another common misconception in Internet marketing is that when a visitor decides not to buy any of the products you are offering, you might as well

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focus on those visitors who have a higher likelihood of purchasing your goods.

Believing this would be a fatal mistake.

No visitor is dispensable. The fact that a visitor took some time to view your website means that they are interested in the subject of your products. This interest is crucial for you as an online businessman. It means that such a visitor is a targeted one and within him is a possibility of eventually buying a product that is relevant to the subject of your business.

So what if he does not decide to make a purchase?

This doesn't mean that he won't be interested in what you have to offer in the future, right?

Truly, every visitor counts. Every visitor is worth a lot. You have worked so hard to win their time in visiting your website, you should not lose them.

Though statistics show that only 2 visitors out of 2,311 on the average will decide to buy what you have to offer, you don't have to lose the great majority of those who won't buy anything. What are you supposed to do with them, you might ask? The simple answer?

Keep them.

You Need A Mailing List

If you can relate to the plight of the hopeful Internet marketer, then you should seriously consider integrating a mailing list for your business system.

No, scrap that statement.

A mailing list is a MUST to ensure maximum earnings for your online business enterprise!

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A mailing list will allow you to keep the visitors who load up your website. It doesn't matter if they decide to make a purchase or not. You can gather their contact details and send them offers from time to time. This way, you won't have to lose any of the visitors which you have worked hard to acquire.

A mailing list is the surefire system of creating a pool to which you can instantly offer new products or services that you want to sell. If your mailing list grows to a sizable number, you'll immediately have a group of people from which you can derive some sales.

Let us take a look at the many benefits that you can derive from a mailing list.

- With a mailing list, you can always contact your subscribers to inform them of new products or services you're offering. Though marketing to new audiences is still necessary to ensure maximum sales, things will be better if you already have an established group of interested people to whom you can offer your new products and services.

- Since your visitors will opt to subscribe to your mailing list (which is the reason why a mailing list is often referred to as an opt-in list,) you'll be assured that they are indeed interested in the subject that your business is catering to. It's just a matter of determining which exact product or service will compel them to part with their hard-earned money.

- Visitors who have decided to purchase your digital goods can be offered new products after a certain period. They will have a higher likelihood of making a purchase, since their previous transaction with you will have instilled in their hearts a certain degree of trust. Trust is an important component of a successful sale online. With the anonymity that pervades on the Internet, scams can be found left and right. The fact that you were able to deliver on a previous transaction will go a long, long way in assuring your previous customers that you are a party who can be trusted.

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- Visitors who have decided not to make a purchase can be asked to subscribe to your mailing list. This way, you'll never lose track of them. You can always offer them something new whenever the right time comes. Since they have visited your website because of the subject, it is safe to assume that they profess some interests in the said subject. Perhaps they did not purchase your existing products because they're not what they need. But this shouldn't be taken to mean that they will still be disinterested in what you're able to come up with in the future.

- A mailing list can be a medium to share your insights about the industry to your subscribers. Often, mailing lists are used as news feed generators or even as electronic magazines, or eZines. This will work wonders for your branding goals. Branding, or the process of establishing a name for yourself and your business to impress upon the minds of the people that you are credible, trustworthy, and an expert in such a field, is essential for the eventual success of your online enterprise.

- A mailing list can be the engine of your backend sales and your cross-selling campaigns. These two strategies will help you maximize your profits to ensure sustainable earnings throughout the course of your online business.

- A mailing list can also serve as your feedback machinery to determine which aspects of your business need improvement. Knowing where you're weakest is the key to bettering your online enterprise, after all.

- A mailing list, in the same light, can also be the vehicle for your customer service campaign. You can program your mailing list to serve as a technical support machine where you can automate some problem-specific responses or where you can deliver a general troubleshooting guide or even a general FAQs sheet.

Truly, you will need a mailing list if you want to make the most out of this industry. A mailing list can serve as the key that will unlock the gates to dizzying heights of success.

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The Heart Of An Efficient Mailing List

This early, allow me to tell you that the heart of an effective mailing list is an excellent autoresponder service.

What is an autoresponder service, you ask?

It is the engine that will power your mailing list. Without an autoresponder system, the only way you could make an opt-in list feasible is through manual execution. That is, you would have to process each and every subscription by hand, and you would have to type and send individual mails to each and every one of your subscribers.

Manual execution is quite alright if you're dealing with one, five or even twenty subscribers. But what good is a mailing list composed of but a few members? You have to aim big! You have to acquire at least a thousand subscribers to kick start your email marketing campaign.

Now, imagine having to process a thousand or more subscribers, and a thousand or more emails per week, by hand. Even Gary "The Wannabe" Guru, with all the unbridled passion he possesses, would surrender to such a task!

An autoresponder system will make things so much easier for you. With this service, you can simply pre-program some settings and the autoresponder will take care of everything, from the processing of subscriptions, to verifying email addresses if such a feature is turned on, to delivering pre-entered messages at stated intervals, to personalizing each message in accordance with each subscriber's details.

Immediately, you can see the world of difference that an autoresponder service can provide for your business. It is most certainly the heart of your mailing list.

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This is the reason why you should invest in an excellent autoresponder service. You may have encountered a lot of offers for this. But you shouldn't settle for anything less than the best.

For this purpose, I can only recommend but one autoresponder service, quite strongly at that. The [TurboResponders](#) system is an amazing program that can only be described as an autoresponder plus plus. It's more than just your ordinary autoresponder, you see. It is loaded with fantastic features that can accommodate an infinite number of subscribers and an infinite number of mailing lists. Do you need a mailing list for several online businesses which you want to keep separate from each other? The TurboResponder system is the one for you, then. You won't have to pay separately for each of your mailing lists. You only have to subscribe to one account.

The Importance Of Capturing Leads

The purpose of a mailing list, of course, is to help you capture leads.

Leads are people whose contact details you can collect, so every time you have a new product or service to offer, you can simply send them the details and try to convince them to purchase what you have to present.

Leads are very important for a variety of reasons. Let's take a look at some of them.

- Visitors who don't decide to buy what you're offering on your website can be asked to subscribe to your mailing list. Once they do subscribe, you can offer them new products or services in due time. As we have mentioned earlier, just because they did not decide to make a purchase the first time around doesn't mean that they won't be interested in your future offers.

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- Capturing leads can also allow you to keep in touch with old customers. A person who purchases your product isn't only good for one sale. He can make 5, 10, or even 20 more purchases down the line, but only if you establish contact with him.

- Capturing leads will also allow you to build good and long-lasting relationships with your subscribers, whether they have previously made a purchase or not. Relationships are very important in marketing, especially on the Internet. With all the anonymity floating around cyberspace, people will generally be hesitant to trust people peddling some products to sell. Having pre-existing relationships with people will allow you to win their trust. They'd be reassured that you're not just some faceless entity waiting to scam them. Hence, they will feel more comfortable buying from you

- Capturing leads and building a sizable subscriber base will also empower you into entering profitable joint ventures with established Internet marketers. These Internet marketers are naturally wary with the people they deal with, as understandably, they have their own business interests to protect. But with a sizable list of subscribers, you'll be able to prove to them that you are a credible Internet marketer yourself and you can contribute something positive for the joint venture via the sheer size of your mailing list.

- Capturing leads is a great way of seeding your business message to launch a viral marketing campaign. An initial network is needed for a successful viral marketing strategy, and with your own mailing list, you'll be ready to exploit that network.

Capturing leads is a very important aspect of your online business. Sustainable sales can result from a well-established system that gathers as many subscribers as possible.

If you want to experience a windfall of sales, you have to make sure that you have a well-entrenched and automated system that will rake in more and more members at a constant rate.

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So remember this: any technique or tool that helps you capture leads is vital for your online business. As to what these techniques and tools are, we will discuss them in subsequent chapters.

Essential Concerns In Establishing Your Mailing List

So you have realized the importance of a mailing list to boost the success of your online endeavor. You have invested in an excellent autoresponder service that will help you capture a great number of visitors and help automate the process of delivering your business message to them.

Then what?

Well, that's just the start, dear friend. Much work needs to be done. Don't allow this to intimidate you, however, as a lot of rewards are also promised.

There are other concerns which you have to attend to so that you can ensure the efficiency of your mailing list system.

Paramount of these concerns is how to increase the size of your subscriber base. The success of your mailing list is primarily dependent on the number of subscribers you are able to gather, after all. Imagine having only tem subscribers for your mailing list. You'd only have ten people who will receive your business message and that, clearly, would not be worth the investments you have made.

You have to work hard to achieve a profitable number of subscribers. How many subscribers constitute a profitable number, you might ask? Well, this isn't written in stone. Some would say that 5,000 subscribers would be great. Others claim that 10,000 would guarantee some wonderful earnings. A few would like to push for 20,000.

I say that the rule should be – the more, the merrier. Don't aim for any particular number. Attracting new subscribers should be a constant goal.

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Eventually, you will be able to accumulate more subscribers than you can count and this will increase the benefits for your business.

Sometimes, though, the number of subscribers isn't enough. What you also need are quality subscribers, meaning, people who you have specifically targeted and who have decided to join your mailing list. These people have the highest probability of buying whatever you offer them, as they belong to that sector of the market which you are particularly catering to.

There are many strategies that can be employed to attract the attention of your website's visitors and eventually win their trust in joining your mailing list. These are exciting techniques that you only have to "seed," and you will reap their rewards for many, many years. Such a fabulous thought, right? We will discuss these strategies in full detail in a later chapter in this eBook.

Another concern you have to address is how to convert your subscribers into paying customers. Surely, you don't want them in a constant state of non-action. For the success of your online business, you should be able to call them into action; that is, you should be able to convince them that your products or services are worth buying.

Again, there are many strategies by which you can accomplish this. Some of these strategies can actually be employed even before your very first subscriber joins your mailing list.

We will also discuss these strategies in full detail come the appropriate chapter in the eBook.

And since you will be conducting some marketing campaigns through emails, you will have to make sure that your messages won't get filtered as spam. Otherwise, your recipients won't even get to read what you have to say.

There are some things you can do to avoid those rather nasty spam filters. Knowing these things is vital for the success of your email marketing approach. We will likewise discuss these things in the pages to come.

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For now, it will be sufficient that you put yourself in the shoes of the hopeful Internet marketer, our star for this eBook. All the hopeful Internet marketer wants to do is to realize some generous earnings through online means. For this purpose, the hopeful Internet marketer is trying his best to make sure that all the components necessary for a profitable online enterprise are met.

And one of these components is a mailing list with a substantial number of subscribers, as well as an email marketing plan that will eventually transform the said subscribers into paying customers.

In the chapters to follow, we will dissect and study everything that is needed to create a mailing list that will work for you. And like what we have discussed earlier, though the title of this eBook pertains to flooding your newsletter with subscribers, such cannot be done without ensuring a solid and bustling mailing list to which you can distribute your newsletter.

So read on, dear friend, as we unlock the keys to expanding the size of your mailing list to better your chances for immeasurable profit.

Chapter Two
Preliminary Preparations

Before you can proceed building your mailing list and launching the corresponding email marketing campaign, you must first establish the system that will carry out these processes.

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Remember the saying "a house is only as strong as its foundation?" The same is true with this aspect of your online business. Your mailing list and your email marketing campaign will only be strong and bankable if you take some time to sow its seeds properly. This may demand a certain amount of investment on your part, but it is something that you must choose to take. Such investments will rebound to your benefit anyway and you will be able to recoup them from the profits you are able to derive as a result of an excellently established mailing list.

In this chapter, we are going to discuss some of the things you will need in order to ensure a reliable follow-up system for your online enterprise.

Step One:
Choosing An Excellent Autoresponder Service

In the introductory chapter, we have discussed how important an excellent autoresponder service will be for your email marketing campaign. You simply cannot build a mailing list without taking advantage of an autoresponder service and you cannot build a responsive mailing list without a great autoresponder service.

An autoresponder service is a subscription that will allow you to access a program capable of doing the following things:

- Capturing subscribers, also known as leads.

- Providing a system by which these leads can process their subscription.

- Providing a system by which these leads can opt-out of their subscription (essential to comply with anti-spam laws.)

- Hosting prepared messages that will be ready for delivery within programmed intervals.

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- Automatic delivery of the prepared messages depending on the schedule that is set.

- Managing mailing lists which may be divided into groups for specialized attention and optimized responsiveness.

- Personalizing messages automatically, based on the details provided by the subscribers upon joining the mailing list.

- Providing a system that will allow the subscribers to change their personal details at any time they please.

These are things you cannot manually do when you're dealing with thousands of subscribers. You'd go crazy before you're able to accomplish all of these things by hand!

An excellent autoresponder service possessing the features we have enumerated above will make life so much easier for you. More importantly, it will allow you to effectively increase the size of your subscriber base as well as increase the response rate of your mailing list for amazing boosts in sales.

But not all autoresponder services are built alike. Some are simply better than others. Before we go to the important factors you should consider in choosing the best autoresponder service for your online business' needs, allow me to reiterate the prominence of the TurboResponders service. It is simply one of the best, if not the best, autoresponder service on the market today as it boasts all the amazing features expected from an autoresponder service, as well as some other features exclusive to its powerful engine.

Nonetheless, if you wish to try other options, here are the things you should look for:

- The autoresponder service must have all the features we have mentioned above. These are basic requirements. An absence of one of these features will make such a service quite deficient. You cannot

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afford such deficiency when you're aiming for the best kind of success for your business.

- The added features of the autoresponder service can make or break the email marketing campaign. Try to determine if these features are merely ornamental, or if they can actually contribute some significant benefits to your online business.

- The autoresponder service must be offered by a credible company. This is because the service will constantly run for 24 hours a day, 7 days a week, nonstop. Hence, you cannot afford any interruption in its operation. A credible company providing such a service will give you all the technical support you'll need to ensure that everything runs smoothly.

Price, though an important consideration, should be secondary to the quality of the autoresponder system you will be taking advantage of. Remember, subscription to an autoresponder service is an important investment. It is something you cannot do without. You cannot compromise your choice of a great autoresponder service simply because you can save more with something that offers inferior value.

Indeed, choosing the right, if not the best, autoresponder service is the first step in building a profitable mailing list.

You have to make sure that you'll be off to a rousing start!

Step Two:
Integrating The Autoresponder Service
Into Your Website

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Integrating the autoresponder service which you have chosen and subscribed to is easy. All you have to do is make a separate page where you can invite your visitors to join your mailing list. It doesn't even have to be a separate page - it could be included on your main page in a strategic position that won't be missed by your visitors' eyes.

I have been running the Turbozine newsletter for quite a number of years now. With more than a hundred issues to its name, I am proud of the fact that it is considered as one of the most successful online newsletters on the World Wide Web.

I cannot disclose how many subscribers I have, for obvious reasons. But I can say that the number is constantly growing by the minute. I have more subscribers than I can count and that is enough to prove that what I have been employing actually works… and they work well!

A lot of people ask me what strategies I employ that led to the wide acclaim that the Turbozine newsletter has achieved throughout its existence. My answer cannot be summarized into one or two sentences. Besides, I will share these secrets during the course of this eBook anyway.

But for starters, I always tell them inviting subscribers is much akin to inviting customers.

This is very true. Subscribers are potential customers after all. You want to capture them so that you're able to offer them your products or services eventually. The more subscribers you manage to capture, the more exposure your products or services will get… this is the basic rule. But a mailing list offers more. With a follow-up system, you'll be able to convince your subscribers to purchase what you have to offer, through techniques which are more personalized and more specialized in nature.

So, since inviting people to subscribe to your mailing list is comparable to inviting visitors to buy your products or services, persuasion is important for success with this particular aspect.

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Whether you choose a separate page or a strategic location on an existing web page, you will have to exert some effort to convince your visitor to sign up to your mailing list.

Now, persuasion is an art form. You just can't tell them to sign up without specifying the reasons why they should. And you cannot specify some reasons why they should sign up if you're not able to give them such reasons in the first place.

You can't introduce your capture page like this: "*Hey! Sign up now! Join the other members of my mailing list!*" That's pretty much pointless. You might just end up turning them away instead of convincing them to join.

You must offer them something encouraging, if not inspiring, so that they'll decide to provide their contact details and subscribe to your mailing list. There are many possible ways by which you can do this. Here are some of them:

- Offer some freebies as a condition for their signups.

- Offer an e-course that impart some very informative lessons relevant to the subject of your online endeavor. These lessons will be delivered through email; hence, they should leave their email addresses with you.

- Offer updates and discounts for your future products in exchange for their subscription.

- Allow them to join contests with their subscription serving as their raffle coupon.

- Offer them some updates and news about interesting developments in the field your business is catering to.

There are a lot of strategies you can employ to win their interests as well as their nod to join your mailing list and we will discuss the most effective ones in the coming pages. For now, it is sufficient that you know what you eventually need to do.

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So the page or the area where you introduce your mailing list should be able to emphasize on the benefits that your visitors will receive once they subscribe to your mailing list. You have to remember this.

Instead of telling them something like "hey! Join my mailing list, please," you can present your lead capture box with an enumeration of what they stand to gain once they subscribe.

This would be a great approach to win their confidence in sharing with you what is relatively an intimate detail. Their email address is sensitive information after all, and by giving it to you, they'll be reposing upon you their trust.

Now, as for the lead capture box on the page or in the area you have allotted for it, you won't need any mastery of HTML or other programming language to include it on your website. The autoresponder service will simply give you a code that you can copy and paste into your web page's source code, and just as easy as that, you'll have a lead capture box appear on your site, ready to garner subscribers immediately.

Here is a sample of a lead capture box, taken from TurboZine…

YES, I want to subscribe to the TurboZine Newsletter. I understand that this newsletter may contain both in-house and third-party advertising, and that "solo" ads may be sent to my email address. This is agreeable to me as I find this Newsletter to be a valuable publication. I have read and agree to all the terms described in the Email Subscription Agreement of this publication and also the Privacy Policy and the Anti-Spam Policy documents and I want to subscribe to this Newsletter.

Your Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Country: _____
Your E-mail Address: _____ [Submit]

Once you have set it up, the autoresponder service will take care of the rest. All you have to do for the preparatory stage of your email marketing

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campaign is to customize the autoresponder service so that your business purposes are best consummated.

Step Three:
Preparing Your
Autoresponder System

An autoresponder system will allow you to prepare your messages beforehand and set the delivery date for them. This is a very convenient feature. You won't have to keep logging in to your autoresponder account just to type in your messages and have them sent right there and then. You can automate the process by preparing everything beforehand.

There are basically two stages to this particular step. First is the preparation of the messages you want to send out. And second is the interval in between the deliveries of your messages.

Let's first tackle the preparation of your messages.

The point of an email marketing campaign is to generate some sales for your website. And you can only generate sales if you make some offers. With email marketing, you can make such offers through the emails you send to the members of your mailing list.

But do not send them some mini-sales pages; that is, do not make obvious sales pitches. They'll just feel betrayed as they have joined your mailing list because of the value you have promised.

So, if you can't offer your products or services directly, how can you convert your subscribers into paying customers?

Well, a mailing list is also called a follow-up system for a reason. It will allow you to follow up with your subscribers, hence the aforementioned name.

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By following up on them, you can actually warm them up for a future sale. How do you exactly warm them up?

You have to devise your email messages wisely. They should contain something of value, like the freebies, bonuses, information, news, contests, and the like which we have enumerated above. This should be your primary concern when preparing your email messages.

Now, the trick is in inserting your business message in the emails you prepare. Your business message should be a logical part of your valuable email. It should not be a direct sales pitch. You can always veil your business message through a variety of means. Let's take a look at some of these techniques:

- You can deliver your business message in the form of a favorable product review. You can write to your subscribers about some news regarding the latest developments in the particular industry, and thereafter, present some reviews of applicable products, including yours.

- You can integrate your products as recommended tools for some lessons you deliver to your subscribers. For example, you are giving them an e-course about Internet marketing. Try to slip in an eBook of yours during the discussion of pertinent subjects.

- You can also inform your subscribers about your packages, of course, but make sure that such announcements come with an added incentive for them in the event that they decide to purchase your packages. This may be in the form of discounts or bonuses that are exclusive for them. They'll feel rewarded for their subscription and this could work for you.

- You can actually offer them a product of yours right off the bat. But you have to create a sense of urgency to make it appear that you're delivering noteworthy news to their inbox. One way you can create such a sense of urgency is by employing a dynamic pricing scheme for your products. For example, you're offering an eBook for $50 for

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the first 50 customers, but the price will increase to $75 for the 51st to 100th customers, and $100 for subsequent purchasers. This will compel them to act and they might even thank you for the notification. Dynamic pricing schemes are best carried out through the use of the Dynamic Pricing Generator, a one-of-a-kind product that will make such a technique quite easy to implement.

The rule to remember is this: always offer your subscribers something worth their time, first and foremost. A direct sales pitch will just discourage them from reading your complete message. It's like someone knocking on their door just to sell a variety of commodities.

They gave you their email address and this means that they trusted you enough with a piece of their privacy. You have to show them that you respect this privacy so they won't feel deceived. It's part of warming them up.

Try this helpful strategy instead.

For your first three to five emails, send them some memorable products for free. Make it appear like an act of goodwill, a way for you to appreciate their presence in your mailing list. On the next email, try making your first offer. Make sure that it won't cost them that much. This is your way of testing the waters to see how much they have, well, warmed up to this strategy.

If they decide to purchase such an offer, then chances are, you have caught their interest and you have won more of their trust.

Do not offer them anything new, at least not immediately after your first offer.

If they decided to buy the product you presented, transfer them to another mailing list (remember, an excellent autoresponder service will allow you to create an infinite number of mailing lists, and such a feature is good for situations like this.) This new mailing list should be composed of people who have already bought something from you. The reason why they are being separated from the rest is because they will require a different

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approach. You have to gradually offer them more products with an increasing price range, in between freebies or other invaluable messages you deliver.

If they don't decide to take your low-priced offer, deliver more freebies in subsequent emails and make another offer thereafter. Continue with this pattern until such time that they actually buy something from you.

What freebies can you offer them, you might ask? Where will you find these freebies?

We will discuss this strategy in detail a little bit later on, but for now, it is sufficient for you to know that direct sales pitches through your emails is not really favored and that you should always strive to give your subscribers something of real value before subtly making your offer.

Now, what should be the schedule of your message deliveries?

Well, upon a visitor's subscription, you should send your first email within 3 to 5 days afterwards. Subsequent correspondences should also have the same interval between them. Make sure, though, as we have discussed above, that you do not offer your products in consecutive emails. Here is a sample schedule you can follow…

1. **Subscription**
2. **Within 3 to 5 days afterwards** – send your first email offering a freebie or some important news
3. **Within 1 to 2 days** – send an email asking them if they received the freebies, and if everything is ok
4. **Within 3 to 5 days** – send your second email offering another freebie or another important tidbit
5. **Within 1 to 2 days** – send another email asking them if everything is in order regarding the freebies you have sent
6. **Within 3 to 5 days** – offer your first product
7. **Repeat the process**

Again, a complete timetable template will be provided for you later on. For now, it is sufficient to know that consecutive offers are not really favored in

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email marketing. Otherwise, you might just end up alienating your subscribers.

You have to warm them up first. This is the guiding principle when it comes to the scheduling of email deliveries.

Step Four:
Avoiding The Spam Filters

Print this particular step, if you must. It is very important for any email marketing campaign.

You see, most email servers employ spam filters to comply with the Anti-Spam Law. Spam filters segregate emails which are believed to be unsolicited and they are placed in a separate folder.

This poses quite a problem for the Internet marketer.

For starters, Spam filters do not possess any sentience. They are just programs meant to robotically determine certain emails that are possibly spam. They do this by pinpointing certain words, or certain email servers, that contain potential spam triggers. As such, even the emails that the recipients have assented to are sometimes placed in a different folder.

When this happens, the Internet marketer's emails won't appear in the recipient's inbox; hence, there is that chance that they won't get read at all.

Worse, the recipient himself may forget that he has signed up to your mailing list and he might file a spam complaint. A spam complaint will have your mail server banned from the recipient mailing network. Imagine if the spam complainant is using Yahoo's, MSN's, or Google's mailing network. Such would mean that your messages won't be received by other recipients whose email addresses end with yahoo.com, msn.com, hotmail.com, and gmail.com. This would instantly destroy your email marketing campaign.

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Indeed, the danger of being considered as spam by those nasty filters is one of the worst enemies that any Internet marketer has to encounter.

Hence, there is a need to try our very best to avoid these spam filters.

And how are you supposed to do that? Here are some helpful and essential tips to ensure that your emails will be received and read.

- Avoid typing in all caps. Aside from the obvious reason that it is disrespectful of established Internet etiquette, emails with all caps have a higher likelihood of being dismissed as spam.

- Avoid using the word "free." This is the number one spam trigger word. Most Internet marketers work around this problem by typing "f.ree" or "fr.ee" instead. They can't do away with the word altogether since, let's face it, the word "free" is still the most powerful and most compelling term in marketing. You can, however, try using similar words like "gift," "gifts," "bonus," or "bonuses" to reduce the likelihood of triggering the spam filters.

- Avoid using excessive exclamation points as these can also serve as spam triggers.

- Though unverified, many have said that including the words "news" and "newsletter" in the title of your email will keep the spam filter robots away from your message.

- Including the period by which your message is being distributed, like "weekly," "biweekly," or "monthly," in the title of your email will also result in less likelihood that such an email is filtered out.

- Always use a double opt-in process in every subscription process for your mailing list. A double opt-in basically means that your would-be subscribers will have to verify their email addresses before their subscription is finalized. This will make them remember that they indeed opted to subscribe to your follow-up system.

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- Always include a disclaimer in every message, reminding your recipients that they are receiving your emails because they subscribed to them.

- Always include an unsubscribe option in every email so that your recipients will always be able to opt out of their subscription instead of hastily filing a spam complaint.

- Never, ever harvest emails from the Internet. A mailing list is called an opt-in list for a reason. Your subscribers must *opt* to subscribe to your email system.

- Avoid using other words that can be considered as spam triggers. These include "guaranteed," "spam," "special," and the like.

- Make sure that every message you send has substantial content. Content is not only king on the Internet, but in email marketing as well. For as long as the content of your messages is informative and significant, you will have little to fear from those spam filters.

Following these guidelines will greatly increase the chances of your email being successfully delivered to your recipient's inbox. And this, in turn, will increase the chances of your email being read and your business message being conveyed effectively.

Step Five:
Generating Traffic

Let's make this perfectly clear.

Your email marketing campaign will fail miserably if you're not able to generate enough traffic for your website.

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Traffic, of course, is the volume of visitors who load up your web pages. Before you can have subscribers for your mailing list, you will need to drive people to your capture page. Hence, the number of people who subscribe to your mailing list will depend on the number of visitors you are able to generate for your website.

You will have to inform the world that your mailing list as well as all the perks it offers actually exists. And you can do this by employing several marketing strategies that will get the word out about your business, and correspondingly, your beneficial follow-up system as well.

There are many resources on the World Wide Web that will teach you how to generate busloads upon busloads of traffic for your webpages. Primary of these resources is [Web Traffic Explained](). This is an eBook that is perfect for novice marketers since it perfectly explains some traffic-generating strategies in an easy-to-understand language. It's pretty much straight to the point, but very comprehensive in including all the latest techniques that successful webmasters use to get the traffic they need as fast as possible.

Bottom line is, you have to drive a substantial amount of traffic to your website; otherwise, everything that we have discussed so far is moot. Traffic, as they say, is the lifeblood of any online business, and this just proves how critical traffic really is.

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Chapter Three
A Guide For The Newsletter Newbie

The title of this eBook is "**How To Flood Your Newsletter Instantly With Subscribers**."

You must be wondering why, with all the discussions in the previous pages, we have been talking about mailing lists, autoresponder services, as well as integral components thereof, and there were rare mentions of newsletters when such is the subject of this eBook?

As has been explained during the Introduction, a discussion about online newsletters would be deficient without establishing the basics of a follow-up system, an email marketing campaign, and the importance of capturing leads, as well as other incidental matters.

An online newsletter, you see, is just a tool. Yes, a tool that carries out what should be a solid email marketing campaign.

And a discussion about a tool without a discussion about the purposes it should seek to serve would be pointless. This is the reason why we have spent the earlier chapters in learning about the reasons why you should build a mailing list and how to employ an efficient email marketing campaign.

We have discussed in the previous chapter the many ways by which you can attract the attention and win the trust of your website's visitors so that they will subscribe to your mailing list. We have discussed the fact that you

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should offer them something of value, something that will greatly benefit them, so that they will extend a portion of their time to signup for your follow-up system.

Though we have mentioned bonuses, freebies, discounts, special offers, and the like, the best and most popular way of piquing the interests of your would-be subscribers is by offering them a regularly distributed online newsletter.

Benefits Of Publishing Your Own Online Newsletter

An online newsletter is also called an electronic magazine, or eZine. There are many reasons why it is an effective tool for your email marketing campaign.

- An online newsletter is a very fascinating offer for your visitors. They went to your website in search of information about the subject that your web pages are catering to. By offering them continuous servings of news and information in the form of an eZine, you'll have better chances of making them sign up to your mailing list so that they'll receive whatever you promise.

- An online newsletter will make it easy for you to promote your products or services. Reviews, subtle recommendations, and statements of time-sensitive offers can be made as parts of a news item you are reporting or some developments you are sharing. Remembers, direct sales pitches should be avoided, as we have discussed in previous pages. Subtle advertising is the key. And with an eZine, you can always guide your offers through the news entries you are delivering.

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- Online newsletters are great supplements to your website. Though eZines should primarily convey news about the subject your website is catering to, there are portions of them that can be allotted for site-specific announcements, like updates to your content or a change in your layout.

- Online newsletters are great ways to help you keep in touch with old visitors. This will provide for your website the recurring traffic that it needs. Let's face it. More often than now, once a visitor leaves our website, it is hard to bring him back. With an online newsletter, however, you can always remind past visitors about the existence of your site by including a link to it through your news entries.

- Online newsletters can easily become excellent viral marketing tools. If you take time to craft an eZine that is truly worth your readers' time, you'll have a great chance of them telling their family and friends about the wonderful things they're learning from your writings. Hence, this will give you more signups, and each new signup can potentially spread the word about your newsletter as well as your online business to the members of their own network. It's going to be an endless process with big benefits for your online venture.

What Do People Expect From An Online Newsletter?

Knowing what people want to get from an online newsletter is important so that you'll know how to create an eZine that they want to subscribe to.

The Internet is fueled by information.

People go online to find information about topics that interest them. These can be as trivial as the latest recording of their favorite artist or as essential

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as knowing the symptoms of Mesothelioma. Regardless of what they're looking for, they expect to find it online. The Internet is known as the information superhighway after all.

And once they find a website that gives them the information they need, they expect such information to be true and comprehensive.

The way an eZine works is that you promise your visitors that the information they need, as well as the latest developments in such a field, will be provided through the issues of your online newsletter. This is the very epoch by which an eZine should operate. If you cannot give them the information they need, they won't be motivated to sign up for your mailing list. It's as simple as that.

So it is critical for an eZine editor to invest on information. This is his bread and butter. This is what will power his online newsletter and make it win a lot of subscribers.

Once people subscribe to your eZine, they will also expect to receive your issues on a regular basis. You cannot deliver issues on a sporadic basis. Otherwise, your subscribers will just lose interest, or worse, they'll forget that they subscribed to your mailing list and they might even dismiss your correspondence as spam.

Try to deliver new installments of your newsletter every week or every two weeks. This is the ideal interval, since it will give your readers the chance to look forward to your issues, and at the same time, they'll always be reminded about why they subscribed to it.

Another expectation that your subscribers will have, aside from the quality of your newsletter's content, is the originality of it. As much as possible, try to present new information about novel topics related to the subject of your eZine. Give your readers something that they won't find anywhere else and they will stick with you to the very end.

Offering Freebies

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One problem that eZine editors often encounter is how to encourage their website visitors to subscribe to their online newsletters.

Sure, the quality of the information presented in your eZine is there, but your visitors won't be able to determine this until they subscribe to your mailing list and receive your issues. The question is, how can you make them subscribe to your mailing list?

A popular way of dealing with this concern is offering freebies as a reward for their subscription.

There are many products that you can offer for free, and let's face it, who can say no to something that is being offered free of charge?

Your freebie should be something of determinative value, however. You can't just give your subscribers some throwaway products. Such would reflect badly on your business. You have to make sure that whatever you give them is of great quality, of noteworthy importance, and possess remarkable rewards.

When choosing some products to give to your subscribers, you have to keep in mind the following considerations:

- You must have full master resale rights over the product, or otherwise, resale rights with the specific license that will allow you to give it for free.

- Before you can alter any part of the product, you must have the private label rights of that product.

- Before you can offer transferrable rights to that product, you must have the full master resale rights of that product.

If you find these rights confusing, don't feel bad. They can really leave a lot of people in a swirl. Just remember that you cannot freely distribute a product which you did not create yourself, unless you have the appropriate

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resale or master resale rights for it. And you cannot alter, modify, change, or name yourself as the author of such a product without having the private label rights for it as well.

To know more about rights, there is only one resource that you can take advantage of. All Rights Explained is an eBook that is truly one of a kind. It's the only resource on the market that deals with the often confusing subject of Internet marketing rights.

Looking for products you can actually offer as freebies?

Here are some worthy investments:

- Best Free Ebook is a collection of fine information products that come with either resale rights, master resale rights, private label rights, or all of them combined. With this resource, you'll have instant access to almost 50,000 kb of top-of-the-line products which you can distribute to your subscribers so that they are encouraged to join your mailing list.

- There is also an offer that allows you to get any of the listed products for $9.99 and all of them come with master resale rights! This is an amazing value for your buck!

- Best Seller Ebook is a more monstrous collection of almost 7 million kilobytes (yes, almost 7,000,000 kb) of products, all of which come with full master resale rights! This resource alone will help you save countless hours that you would otherwise use to search for products with master resale rights that allow you to package them as freebies.

- You can also try this private label rights package of some hot-selling products that your subscribers will surely love!

- Better yet, for a total solutions package that will provide you with new, exclusive products with full master resale and full private label rights each and every month, you can consider joining TurboMembership.com, clearly the biggest product factory on the World Wide Web!

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Offering freebies will prove irresistible for your visitors. You won't have problems encouraging them to sign up to your mailing list. Do consider this strategy whenever you're trying to build your mailing list and you'll discover how easy it is to accomplish such a goal if you have the right tools at hand.

Making Things Easy

There are many ways to skin a cat, so the saying goes.

Some ways take the longer route. Others provide an easier alternative.

Here's an easy alternative for creating a bankable eZine that will not disappoint your subscribers. It's called TurboZiner. It aims to be the engine of a successful online newsletter system that will catapult your business to the next level of success!

The TurboZiner is a program that will help you come up with ready-to-deliver newsletters. But that's not all. The TurboZiner will make sure that your newsletter issues are as anti-spam capable as possible. You will be able to avoid those nasty spam filters through the different levels of safety checks that the program employs on your newsletter.

What does this mean? Your newsletter will have the best chance of reaching your recipient's inbox. This will give it an even better chance of being read. And because of this, your newsletter's response rate will dramatically increase.

I am not telling you about TurboZiner because it is my product… most definitely not, ladies and gentlemen.

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I am telling you about the TurboZiner because we are discussing ways on how to create the most efficient newsletter possible. This is the one program that will ensure maximum efficiency for your eZine and will make your life easier in the process.

Please do give it a shot.

You won't be disappointed.

In the next chapters, we're going to discuss surefire strategies that will rake in the visitors you need for your capture page. And from these visitors will come your subscribers.

Chapter Four
The Great Flood
(Strategies For Increasing Your Number Of Subscribers)

In the previous chapters, you have learned how to establish a follow-up system as well as the specifics of creating an online newsletter as the vehicle for your email marketing campaign. You have learned how to integrate a follow-up system into your website, as well as the necessary steps to ensure optimal working conditions for such a program.

But another component we should learn, and which we will discuss in this very chapter, is how to populate your mailing list with members.

We have mentioned earlier that a mailing list is pointless if we're not able to generate enough traffic for our website. Traffic is everything, you see. The sales we are able to achieve will depend on the number of people we are able to drive to our website, as this is the only way in which they can be exposed to our products or services. The responsiveness of a mailing list also depends on traffic. The more people who receive your emails, the more

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chances you'll have of being able to convince a number of them to purchase what you have to offer.

There are marketing strategies meant to attract visitors for the purpose of selling them our goods. These have been discussed in excellent resources like [Web Traffic Explained](), [Bob Bastian's Ultimate Follow Up Toolbox](), [Roger Mayne's Traffic For Words](), and [the Internet Marketer's Guide To FREE Traffic](), all of which are essential readings for any serious Internet marketer who wants to explode his sales to new heights of success.

But there are strategies specifically meant to attract visitors to your capture page. These techniques may be derivatives of existing Internet marketing strategies, but each has their own quirks that make them more potent for capturing leads.

Now, capturing leads is the next best thing to effectuating a sale. Hey, if you can't make them buy your products, might as well keep them around for future offers, right? Capturing leads can be considered as an investment in itself, and an essential one at that. You should be able to collect a significant number of members for your mailing list so that you can enjoy the most benefits from them.

Hence, here are the strategies that will help you capture countless leads at the quickest time possible. Know them by heart. Rely on them often. They will serve you well for many, many years to come.

Search Engine Optimization Techniques

Contrary to what many believe, capturing leads actually start from the time you are building your website.

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80% of the traffic that you generate for your site will come from the search engines. Hence, it is vital that you are able to win the favor of these search engines so that you can get a chunk of the pie that they offer.

These days, when people are looking for information, they consult search engines. They type in some words relevant to what they are looking for and they conduct a search for appropriate websites containing information about their queries.

These words that are typed in are called keywords or key phrases. They are important for you when you are in the process of building your website. You see, once you figure out the popular keywords or key phrases pertinent to the subject that your website is catering to, it will be easy for you to garner search engine users looking for the information you have to offer.

Search engines dispatch spiders to seek the World Wide Web of keywords or key phrases that their users search for. If your website has these exact keywords or key phrases, your pages have better chances of appearing prominently in search engine results pages. And this, in turn, will allow your website to garner more visitors who are interested in the information that can be found on your web pages.

To find out the popular keywords or key phrases for the subject of your website, try the keyword suggestion tools in the links below:

http://www.inventory.overture.com

http://www.nichebot.com

http://www.wordtracker.com

http://www.digitalpoint.com/tools/suggestion

https://adwords.google.com/select/KeywordSandbox

Once you have determined the popular keywords or key phrases relevant to your website, it's time to put them to good use. Here are some tips on how you can do this.

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- Strategically place the keywords or key phrases in the title of your pages. The title of your pages is what appears on the menu bar when such pages are loaded up.

- Strategically place the keywords or key phrases in the title of your content.

- Strategically place the keywords or key phrases in the body of your content. Such keywords or key phrases should appear at least 2 to 5 times per 100 words of text. This would give you a keyword density level of 2 to 5%, which would be enough to attract the attention of the search engine spiders, as well as maintain the structural integrity and readability of your piece.

- Make sure that if you decide to use sub-headlines, each of them includes a mention of your keywords or key phrases.

- Include the keywords or key phrases in your ALT tags if applicable. ALT tags are the lines of text that appear whenever the mouse cursor passes through an image on your page.

- Include the keywords or key phrases in your META tags. META tags do not affect the physical, visible structure of your website. They're just meant to identify your website so that the search engine spiders will have an easier time indexing it.

- When you submit your website to the many search engines on the Internet, make sure that you type in the appropriate keywords or key phrases in the fields where they are asked for.

To learn more about some fabulous uses for your keywords, I highly recommend Jimmy D. Brown & Ryan Deiss' Niche Factors, as well as Jimmy D. Brown's Internet Business Basics. These are great resources that will guide you on how to properly build a search engine optimized website.

Of course, it goes without saying that a big part of search engine optimization is preparing good, original content for your web pages. As

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they say, content is king. Content carries the information you want to share and people will search for this information. If you're able to provide them with such, then all is good. But if you give them trash, they'll leave as instantly as they've arrived.

These are the basics of on-page search engine optimization which should be religiously observed whenever you're building your website. These will give you a great share of the search engine market, which quite frankly, is the most important market you'll have to secure.

On-page, as well as off-page, search engine optimization techniques are comprehensively discussed in the AdSense Almanac. Although this resource is about maximizing profit from Pay Per Click (PPC) programs like Google AdSense, it also contains great and thorough lessons about optimizing your pages for the highest page rank possible as well as attaining a magnificent amount of traffic. Do give it a try, as knowledge on SEO will help you a lot in all aspects of Internet marketing.

Writing Articles

Much has been said about article marketing as a very powerful way of generating traffic for your website and giving your business that much needed exposure.

The principle behind how it works is quite simple. Search engines love article databases. Websites that host a variety of submitted articles, which are called article directories or article banks, figure prominently in relevant search engine results. Chances are, these article directories will rank higher than your website when it comes to search engine ranking.

Article marketing is about writing an article related to a topic covered by the subject that your website or your business is catering to. The usual length is between 350 to 1,200 words. When you submit these articles to different

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article directories, you'll be allotted a resource box for each, which is basically a space where you can introduce yourself and provide a link to your website.

There are many advantages to a system like this.

- Your articles will be read by more people. Hence, your link will be exposed to just as many readers who can be converted to unique hits for your website.

- Your articles can be picked up by other eZine editors. They would be republished, but your resource box would be preserved. You'd be able to expose your links to more people.

- Your articles can be picked up by offline publications. Your resource box would likewise be kept. Imagine the new audience that print publications would give your website!

- Article directories, generally, will have higher page ranks. Having your link displayed on a site with a higher page rank will provide a boost for your own website's page rank.

- There are thousands of article directories on the World Wide Web. Imagine having your link displayed on all of them, by submitting just one article. But what if you submit a hundred articles? You'd have hundreds of thousands of high-ranking pages linking to your website!

- You don't even have to write your own articles. Some of us don't have the time to do the necessary research for that. You could always hire a ghostwriter to do the writing for you. To get the best deal from freelancers, do consult the Outsourcing Survival Kit, the only resource of its kind that deals with third-party service providers online.

- Submitting to article directories is free. It is great advertising mileage that won't cost you a dime!

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- Writing and submitting articles would also help in branding yourself as an expert. As we have discussed in the previous chapter, branding is a great way of conditioning your visitors into trusting you to provide excellent products or services for their needs.

- Your articles would remain hosted in the article directories forever. This means that you will be able to reap their rewards for many, many years.

What makes article marketing for increased web traffic different from article marketing designed to capture leads?

Well, they are intimately related to each other. As you know by now, the number of subscribers you have for your mailing list greatly depends on how much traffic you are able to generate for your website.

But with article marketing designed to capture leads, you can simply include a link to your capture page in your resource box. This way, whenever your readers like what you have written, they can simply click on your link and subscribe to your mailing list for the chance to read more of what you write in the future.

Great places to start your article marketing campaign are www.goarticles.com , www.ezinearticles.com , and www.articlefactory.com These are three of the most popular and the most visited article directories on the net. There are thousands more, of course. A comprehensive (and exclusive) list can be found in the pages of Web Traffic Explained, which again, just to reiterate, is an essential resource for this aspect of your online enterprise.

Truly, article marketing is one of the most powerful, most effective, and most cost-efficient promotional weapons in any Internet marketer's arsenal. You'll be missing out on a lot if you don't try this option.

Forum Marketing

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Online communities, more popularly called forums, bulletin boards, and newsgroups, have become popular marketing venues for many enterprising businessmen.

The reason is quite clear. Forums are basically a conglomeration of like-minded individuals sharing a common passion. If you are able to tap into a forum and win their trust, you'll be able to generate a lot of traffic for your website and capture a lot of leads en masse.

There are many ways by which you can exploit forums. Here are some of them.

- You are allotted a signature box in every forum that you join. You can include a link to your capture page in this space. Your signature box appears in every post that you make. This means that if you post a reply in a hundred different threads, you'll have a hundred different pages linking to your website. This is great advertising mileage, given the fact that most forums figure prominently in search engine results. People have more chances of being led to forums whenever they are searching for something, and if your link is on the page they are redirected to, you'll have instant visitors and possible leads just like that.

- Forums are great venues where you can build lasting relationships with different people. You can use these relationships to facilitate some sales. People who have come to know you will also have an easier time trusting your products or services.

- You can make subtle sales pitches in your replies. You can post a recommendatory reply or a review of one of your products.

- Forums also allow you to brand yourself as an expert in a certain field. Simply seek out a thread where a fellow member is looking for help. Aid him in the best way that you can and people who read your reply will think of you as a credible and dependable expert in that particular category.

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- Forums are also excellent venues for you to meet fellow businessmen with whom you can strike some profitable joint ventures with. More on this in the next section.

- Some forums allow direct advertising. Make sure, however, that you have made some significant contributions to the community before posting your offer. Otherwise, the members will just view you as someone who is "untested" and you will encounter a lot of hesitance from people before they take advantage of your goods or services, if they ever do.

- Membership to most forums is free. You won't have to pay a single cent to reap the benefits we have discussed above.

The trick is in finding the forum that is dedicated to the subject of your online business, or at the very least, a topic that is related to such a subject. The tools in the links below will help you find the right forums which you can exploit.

www.theforumzone.com

http://www.directories-directory.info

http://www.thelocalforum.co.uk/directory

The thing to remember with forum marketing is that you have to establish yourself first as a useful and devoted member of the community. Just like any group of people, the members thereof will gravitate more towards other members who have learned how to value their group, rather than members who just joined for some quick cash.

So take some time to post some meaningful and quality replies. You'll be surprised at the many wonderful benefits such will provide.

Joint Ventures With Other Internet Marketers

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Don't ever think that you're the only one using online newsletters to convey some business messages.

Other Internet marketers have also resorted to this very popular strategy. They have their own eZines and they have their own mailing lists. And you can use these to your advantage.

A joint venture, or JV, is a partnership between two or more online businessmen for the purpose of achieving a higher level of success for all of their businesses. There are many forms of joint ventures, but here are the more appropriate ones that are devoted to increasing the number of subscribers to your mailing list as well as your sales rate.

- You could come up with one solid marketing plan that would involve two or more marketers. The purpose of this would be to expose each and every marketer's products to the members of each of the partners' mailing lists. Though the ultimate aim of this kind of joint venture is to boost profits by immediately increasing the members' sales rates, its potential for capturing more leads should not be neglected. As such, you'll have a great chance of winning the people who have subscribed to your partners' mailing lists so that they will subscribe to your mailing list as well.

- You could also run a contest. All you have to do is find willing partners, each with their own mailing list. The partners would contribute a product or two to the contest and advertise it in their newsletters. The result would be an increase in the number of subscribers for each of the marketers involved.

- You could actually exchange leads with other willing Internet marketers. This shouldn't be taken to mean that you can start sending messages to someone else's subscribers. An opt-in page is still required to get the subscribers' consent in joining your own mailing list. This can be done by plugging each other's capture page to the partners' respective mailing lists. Not all Internet marketers will be up to the task, though. Some of them will want you to prove the

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quality and quantity of your mailing list before they even consider doing business with you. For this, you will need verifiable statistics that will prove the volume as well as the responsiveness of your subscriber base. To make things easier for you, you can make use of [Adtrackz](). This is a powerful program that will enable you to garner the needed statistics, and more, that will reassure your would-be partner about the qualifications of your mailing list.

- Some joint ventures make use of Thank You pages. A Thank You page is that page where a visitor is redirected to after he has made a purchase or has subscribed to a service. When two or more partners decide to form a joint venture based on promotions using each other's Thank You page, you can advertise your eZine by including a subscription form on your partner's Thank You page and he can do the same. This is very common in this day and age of Internet marketing. Most likely, it's something which you have encountered before.

There are many kinds of joint ventures that you can pursue to flood your mailing list with countless new subscribers. Two heads are always better than one, after all, and joint ventures would allow two or more resources to be pooled together for some monstrously profitable results.

For a complete and thorough discussion on the hows, the whys, and everything about joint ventures, do consult [JV Broker 101: How To Earn A Fortune As A JV Broker](). It contains all the information you need about joint ventures and the inner workings thereof. The lessons you will learn from this vital resource would most certainly help you master this critical area of Internet marketing.

Utilize Squeeze Pages

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One way to instantly experience a boost in the number of your subscribers is by utilizing what many people call a squeeze page.

The term "squeeze page" is actually misleading. The more appropriate description for it is a half-and-half page. Let's take a look why.

People will go to your website because they are looking for information. Naturally, you must be ready to provide them with such information so that they'll stay longer on your pages.

A squeeze page will offer some parts of the information they're looking for. As for the other parts, well, your visitors will be asked to sign up to your mailing list before they can have access to it.

Ingenious, isn't it?

Most definitely, your visitors won't hesitate to enter their contact details, especially if the latter half of the information you provide is very valuable to their research. The result? You will enjoy a magnificent boost in the number of your subscribers.

Creating squeeze pages isn't as easy as it sounds, however. Please consider the following factors that will contribute to the success of this strategy.

- You will need to employ some marketing strategies that will lead Internet users to your website. But that's not all that is required. You must make sure that these Internet users are highly targeted, meaning, they're really interested in the information you have to offer. Attracting casual visitors won't make you realize the benefits of squeeze pages, as the information you share is not really that vital for them. They could easily leave your pages once they see the signup form.

- The information you share should be something that is very valuable for a lot of people. By valuable, it means that such information should be of high quality and unique. Surely, you wouldn't want to offer something that can easily be found on other websites. Information is your number one investment for effective squeeze

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pages. Their effectiveness depends on the value of the information you can share.

- You will need a program that will create and operate your squeeze pages. Squeeze pages aren't something that you can just build. They require meticulous and professional care - specialized scripts are created for such a purpose. [Simon Hodgkinson's Squeeze Machine](#) is the best one on the market. It is loaded with powerful features, but is blessed with a convenient interface that won't be intimidating to use.

- You are not limited to using written information as bait for your visitors' subscriptions. You can offer some freebies as well. Or perhaps, provide information that is presented via less conventional means, like video or audio products that can be downloaded. Such novel alternatives would favorably impress upon the minds of your visitors and would-be subscribers that your business is a business that always seeks out cutting-edge ideas.

Many online businessmen profess to the efficiency of squeeze pages in increasing the number of subscribers for their mailing list. It would be prudent to give it a shot as it would allow you to reap a lot of dividends for many years to come.

Write Testimonials

Fellow online businessmen know the value of third-party recommendations. The presence of testimonials on their sales pages has proven to improve their conversion rates. People are more likely to believe the words of a disinterested party over the words of the business owner himself, after all.

As such, many Internet marketers are always on the lookout for people who are willing to provide for them some testimonials for their products or services.

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In exchange, these Internet marketers will provide a line beneath each testimonial giver's name where a link to his website can be placed.

Immediately, you will see the potentials that can be found in writing testimonials for other people's products or services. You can provide a link to your capture page or even your squeeze page in the space that is provided.

This means that the visitors of the Internet marketer's sales page can become your visitors as well. And with a little tweaking here and there, the said visitors can easily become subscribers to your mailing list!

Third-party recommendations are not only valuable for online businessmen who need to sell their products or services. They are also important for people who provide the said recommendations. Everybody loves free publicity. And by giving third-party recommendations, you'll be able to receive free publicity of the most excellent kind.

It is important, however, that the testimonials you give should not be for products or services that would compete with your own. Imagine the rather negative feedback you would receive if you're praising a competing product or service. It's like telling the whole world that you're conceding to the superiority of the products or services that you are commending.

That wouldn't be a sound business pursuit, right?

Instead, try to look for products or services totally different from yours, or better yet, ones which are complementary to what you have to offer. In the case of the latter, you'll be able to condition the minds of your would-be visitors and subscribers that your products or services would greatly improve the value of the goods you are heartily recommending.

Conventional Advertising

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Of course, there are always those conventional advertising channels which you can take advantage of. Let's take a look at some of them.

- If you have money to spare, you could buy a spot in highly-visited websites where you can advertise a link to your website or to your capture page. Your ad will be seen by the number of people who visit such a site and they can be redirected to your own website or capture page with but a single click.

- Also, you can buy ad space in a widely circulated eZine. This is a more personal approach, as eZines are delivered to the recipient's inbox. They'll see your ad just by opening their emails. When choosing an eZine to advertise in, there are two important considerations: 1) the number of subscribers that the said eZine has and 2) the response rate of such an eZine. Statistics for these factors can be provided by the eZine editor. You just have to request them.

- If you don't want to spend for that, you can always exchange ads with another eZine editor. That is, an ad for your capture page can be displayed on his newsletter and an ad for his capture page can be displayed on yours. You won't have to pay each other for the ads.

- Capturing leads is a great investment. Each lead can potentially equate to countless sales. As such, you could invest in some Pay Per Click (PPC) advertising. You would have to pay a PPC program for every visitor they manage to generate for your capture page. This is a big risk, so you have to weigh the benefits vis a vis the damage it could cause. Here's a simple rule to help you out. If your follow-up system can produce a high response rate, then PPC advertising is worth the risk. If your follow-up system is quite untested, then stay away from this strategy for the time being.

- There are quite a number of free classified ads websites on the Internet. Though recognition would be quite difficult in these venues, given the sheer number of advertisers taking advantage of them, they are still free and they are still worth the try.

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Conventional advertising opportunities abound on the World Wide Web. Though some of them may not be as cost-effective as you would like, they can still provide some visitors and potential subscribers for your mailing list.

Of course, you're not limited to online resources. One good way of securing a new audience is by advertising offline. Your local newspaper would be a great place to start. A billboard in a high-traffic lot would also give some great advertising mileage.

You have many options available for you. And like we have discussed in the introduction for this eBook, all you need is a little imagination.

Free Ezine Directories

There are online directories for certain businesses. There are online directories for articles. There are online directories for freelancers. Surely, there must be some online directories for eZines, right?

Indeed, there are quite a number of directories that can be found on the World Wide Web dedicated to online newsletters. Believe it or now, a good number of people are actually on the lookout for eZines offering valuable content, something that they would greatly learn from. These directories cater to such people, and if you want to corner this market, it would be wise to include a link to your capture page in as many of these directories as you can find.

Here are some eZine directories you can take advantage of free of charge.

http://www.liszt.com/submit.html
http://www.go-ezines.com
http://www.ezinelisting.com
http://gort.ucsd.edu/newjour/submit.html
http://www.ezine-dir.com
http://www.list-city.com
http://www.e-zinez.com/cgi-bin/hyperseek/hyperseek.cgi

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http://www.published.com/index.html
http://www.homeincome.com/search-it/ezine/index.html
http://ezine-universe.com
http://www.disobey.com/low/addere.shtml
http://inkpot.com/submit
http://catalog.com/vivian/intsubform2.html
http://paml.net/submissions.html
http://www.ezinestoday.com/freesubs
http://www.diysearch.com
http://ezineadsource.com/submit.htm
http://www.ezinesearch.com/search-it/ezine/ezine-add.html
http://www.ezinesplus.com/ezines/cgi-bin/add.cgi
http://www.published.com/add
http://www.infojump.com/publishers/pub/submit
http://www.site-city.com/members/e-zine-master
http://www.listtool.com/cgi/listTool/addList.cgi
http://www.newsletteraccess.com/database/reg.html

The popular eZine directories are www.topezineads.com and Directory Of Ezines. Sadly, they are paid websites that require certain fees before your capture page can be listed. But if you have the money to spare, they could serve as good investments.

Buying Web Traffic

There are a number of services offering to deliver traffic to your website. They claim that this is the fastest way to boost the volume of traffic that is generated for your website.

I do not personally recommend this.

Buying traffic from these services is susceptible to quite a number of perils. Basically, you don't know where the traffic comes from. There is always

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the danger that they are just fabricated hits using a few accounts that are spread out to appear numerous.

Additionally, there is also the possibility that the traffic which is given to you is processed without the consent of the Internet user.

This issue has been discussed in detail in the pages of [Web Traffic Explained](#). Here is an excerpt of their discussion here:

> *"Most of the Internet marketers I know (who buy traffic) usually have multiple servers, so that when their IP address is banned by spam filters, they'd have another IP address to resort to. You should also use your own mail server, since most autoresponders would cancel your account once a single spam complaint is received. Paid traffic exchange programs should be reserved for expert level marketers, as this approach is rather tricky.*
>
> *"Buying traffic, however, can eventually work, only if you would consider them as leads and not immediate customers. It's like buying mere contacts, and you would still have to work your way into their hearts, so to speak, before you could win them over to make some purchases. It's a little risky, but it should be worth the effort, if taken under this light."*

So buying traffic can actually work if you use it for the purpose of capturing leads. Just make sure that you use a double opt-in system to avoid the possibility of spam complaints. You can never be too sure about where the traffic you end up buying is coming from, after all.

Again, I do not wholeheartedly recommend this method. We're just including it here so that we'll have a comprehensive picture of the strategies involved in list building.

Co-Registration Services

Whereas buying traffic is quite a risky method, co-registration services shine as potentially rewarding options for anyone who takes advantage of them.

Co-registration services operate in a basic manner. They advertise your capture page on highly visited websites. Whenever a visitor would, say,

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subscribe to the mailing list of a popular website, he would be given the option to subscribe to your mailing list as well.

This is a great opportunity for you!

You'll be able to enjoy an enormous boost of subscribers even if you don't manage to generate as much traffic for your website. You'll be able to ride the coattails of already established websites to increase your subscriber base!

Co-registration services are growing in popularity with each passing day. More and more online businessmen are slowly realizing the need to build their own mailing list and co-registration services are one of the quickest ways by which they can accomplish such a goal.

The best co-registration service that I know of is [Lead Factory](#). Lead Factory offers a great array of popular websites; some of them are bound to be relevant to your line of business. Your capture page would be advertised on established websites that are pertinent to yours; hence, you'll be able to garner highly targeted subscribers who have a higher likelihood of purchasing what you eventually offer them in the future.

Viral Marketing

The last strategy we will be discussing is perhaps the most powerful.

Viral marketing is hailed as the online equivalent of word-of-mouth advertising. It is an excellent way to perennially promote your products, and for the purpose of our topic, your capture page as well.

Viral marketing is named as such because it is capable of seeding your business message and spreading it at a progressive and rapid rate, much like the contamination of an actual virus.

For a viral marketing campaign, you will need the following things:

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- a product that will serve as the carrier of your business message

- an existing network where you can seed your viral marketing plan

- a value proposition that your recipients will find encouraging

- a contingent proposition that will allow you to realize your profits

The product you can use for this kind of strategy can be an eBook, a special report, a program, a script, a template, or any other products that can be digitally delivered with ease.

The trick is in offering the product for free to an already existing network. This is your value proposition… that any person can take advantage of the said product without paying a single cent.

If the product you offer is of high value, your recipients won't have any hesitation about distributing it to the members of their own networks. And the members of their networks won't have any hesitation distributing the product to the members of their respective networks as well.

It would be an endless cycle that will spread your product, as well as the business message contained therein, to as many people as possible at such a blinding and exponential pace that it will render other marketing strategies seemingly slow.

And how can viral marketing increase the number of your subscribers?

By simply placing a link to your capture page in the product that is the vehicle for your viral marketing campaign, you will be able to expose your link to the people who receive the said product.

Distributing an eBook or a special report? Include your capture page's link in its pages and your subscriber base will experience an increase each and every passing day.

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Distributing a script or a program? Include your capture page's link in a pop-up or in the license agreement and your subscriber base will experience the same result.

Distributing a web template, a screensaver, or an email account? Again, simply include your capture page's link in a way that it will be seen by your recipients and you'll be able to garner many leads quickly.

Your capture page is the contingent proposition. The way viral marketing works is that you're luring people through your value proposition so that they may also take advantage of your contingent proposition.

If you want an instant start for your viral marketing campaign, you can make use of [Larry Dotson's Viral Article Toolkit - Volumes I and II](#). With this package, you'll be able to get everything you need for an exponential spread of your business message.

If you want to learn more about viral marketing, you can read [Jimmy D. Brown's Viral Ebook Brainstorm](#). Jimmy wrote what could be considered as the bible of this particular topic.

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Conclusion
Reading Into
Writing

In the previous chapters, you have learned how to create a reliable mailing list that will provide you with sustainable earnings for many, many years. You have learned about the things you will need to ensure the success of such a mailing list. You have learned about the process of creating your own newsletter and its viability as an efficient way of winning your subscribers' interests and establishing long lasting relationships with them. And you have learned about a plethora of strategies that will, as the title of this eBook suggests, flood your newsletter with more subscribers than you can count.

You will need to know how to write engaging entries for your newsletter so that your subscribers will gain something valuable every time they read your eZine.

Now, writing is something which you should have developed over the years. There is, however, no surefire way of guaranteeing good writing skills. Many people actually believe that writing is a skill… a talent, if you will. You're either born with the potential for exhibiting a flair for writing or you're not.

I don't believe this at all.

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I believe that every person can write a compelling piece.

Though this eBook cannot teach you how to write in a manner that will be engaging enough for your subscribers, I can tell you how to dramatically improve your writing prowess.

Ready?

It's quite simple, actually.

You just have to read. A lot.

English courses have this philosophy which you have probably heard about before: *reading into writing*. It's a simplified system. By reading every item you can find, it is believed that you will be able to pick up some useful techniques here and there. You'll be able to know what works and what doesn't. You'll be able to determine what is engrossing and what is boring. And you'll be able to know what will capture and sustain the reader's attention.

These are things you cannot learn in a void. You cannot simply pick up a pen or ready your keyboard hoping to write something that will be moving enough for people who decide to read your piece without taking time to learn the intricacies involved in the writing process.

So read everything that you can find, preferably that which is related to the field you wish to specialize in.

Not only will reading improve your writing skills, it will also allow you to learn a lot about a variety of subjects. Knowledge is learned through reading, after all, and knowledge is, as it should be, one of your most important investments in the Internet marketing field.

If you want to read more about online business, I heartily recommend the Internet Marketing Cookery. This is an eBook loaded with all the things you need to master about Internet marketing, from the most basic concepts to the most advanced strategies. It's quite an easy and fascinating read and it will

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have your head exploding with a lot of ideas you will be excited to employ page after page.

If you want a literal library of information products you can sink your eyes and minds into, however, I strongly recommend TurboMembership.com. Not only is it a business-in-a-box type of membership, it also includes everything you'll ever need in running a successful business on the World Wide Web, and this includes a slew of eBooks, articles, and special reports which you can learn from or which you can sell for great profits. Since knowledge would be an integral investment for you, the TurboMembership.com program can actually allow you to save more of your resources in the long run.

Reading can take you places, especially in this industry where knowledge is the fuel that keeps you competitive, and being competitive in Internet marketing is a way of life. If you are truly, truly, truly serious about making money online, then invest in knowledge, dear friend.

It's not an option.

It's a must!

Yours truly,
John Delavera & {--your-full-name--}

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